



AWE

WOMEN IN BUSINESS

SUMMIT

9:00 AM - 12:30 PM
FRIDAY, FEBRUARY 4, 2022
MARYMOUNT UNIVERSITY

A half-day professional development and networking event designed to provide education, inspiration, and connections to foster your success and help you achieve your personal and professional goals.



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AGENDA

9:00–9:30 AM › WELCOMING REMARKS

Breathing exercise (60 seconds) – Kara Simon, Loving Heart Holistic Wellness

ROOM 1

ROOM 2

ROOM 3

9:35–10:20 AM › SESSION ONE

Emotional Intelligence: How to Start Practicing It

Research shows us that Emotional Intelligence (EQ) determines more than 50% of our individual performance and effectiveness; and that 90% of Top Performers have a high index of emotional intelligence. The spotlight is on Emotional Intelligence like never before, and for a sound reason. In times of high stress, uncertainty, and great polarization of the world we live in and work, EQ becomes a crucial skill.

Stefania Picheca, Your Turn Solutions

Play at Work: Using Games for Stronger Relationships and Team Culture

Games are a fun way for people to learn and practice new skills individually, but they can be even more powerful as a vehicle for people to learn and grow together! In this session, we'll explore how different types of games can help you get to know yourself, your colleagues, and your clients better. We'll also play a few games together and reflect on how to apply takeaways from the game experience to create thriving work environments.

Alexandra Suchman, Barometer XP

Finding Your Place in the Boys Club

Finding your place in the “boys club” of business can be an intimidating endeavor. Whether you're a seasoned businesswoman, a rookie entrepreneur, or a female leader of any sort, you're guaranteed to benefit from the support of other women. Join Shaara Roman, founder of The Silverene Group, as she shares 10 key strategies she's honed on her journey in building a successful consulting practice from the ground up, and how her personal and professional background prepared her for establishing herself and thriving in a male-dominated world.

Shaara Roman, The Silverene Group

10:25–11:10 AM › SESSION TWO

Align Your Personal and Business Goals

Your business is a great tool that you can - and should - use to achieve your personal financial goals (even if you run a nonprofit). Learn how to translate your personal financial goals into business goals, what to do if they're not aligned, and how to update your business financial projections (so you can predict how much money your business will bring you).

Nichole Davis, CFO Services Group

Effective Allyship

What is allyship and why is it important? What can you do to be a good ally to foster, promote, and support diversity? Learn why we should all focus on being “real people” instead of “good people,” and how privilege can be leveraged in very mundane ways to show up for historically marginalized racial and social groups.

Kia Croom, CSR Advisors, Inc.

The Path to Entrepreneurship

Moderator: Evelyn Powers

Have you ever thought about starting your own business? Or wondered what might motivate someone to start a business? Hear the unique journeys of our panel of experienced women business owners, and learn how and why they got where they are. It may just inspire you to be a woman entrepreneur!

Christine Dolan, C. Dolan & Associates
Jennifer Jones, Cosmopolitan Plated
Carola McGiffert, 30 Minute Hit Arlington

11:10–11:30 AM › COFFEE BREAK

11:30 AM–12:15 PM › SESSION THREE

How to Foster Creativity in the Workplace

This presentation focuses on how creativity is a universal trait, shared across time, gender, and place. Although some may focus on the contemporary visual arts, there are many ways to harness one's creativity and advantages to using creative principles learned through applied practice to help solve challenges in other areas, including the workplace.

Catherine Anchin, Arlington Arts Center

Negotiating and Influencing with Skill & Ease: How to Get What You Want in Business and Life

Learn strategies, tactics, and techniques that tap into women's innate abilities to convince, collaborate and create situations that benefit them, their employer and clients. Jessica will discuss strategies for negotiating that she uses every day to help her clients when dealing with aggressive men or competitive women. She'll provide advice for getting the most out of life's most stressful situations—divorce, work dilemmas, buying or selling cars, and negotiating real estate opportunities.

Jessica Miller, Cushman & Wakefield

Take Care of You

Moderator: Karen Bate

Are you having déjà vu? Will things ever be “normal” again and what does that even mean? Now, more than ever, self-care is so important. Our panel of experts will teach you how to take care of your mind, body and spirit, so you can be the best you despite what's going on around you. You deserve to take care of yourself!

Stephanie Mitchell, Stephanie Mitchell Fitness
Dr. Jelena Kecmanovic, Arlington/DC Behavior Therapy Institute
Asya Haikin, Peaceful Mind Yoga Therapy

12:20–12:30 PM › CLOSING

SPEAKERS

CATHERINE ANCHIN EXECUTIVE DIRECTOR, ARLINGTON ARTS CENTER



Catherine Anchin joined the Arlington Arts Center as its Executive Director in May 2021. She brings extensive experience in arts fundraising and administration, as well as a commitment to contemporary visual arts. Her career has included tenures at major national and regional museums, including the Smithsonian American Art Museum, the National Museum of Women in the Arts, and the Museum of Contemporary Art in Cleveland, Ohio.

Prior to joining AAC, she led advancement and external affairs at the Smithsonian's National Museum of African Art. In this role, she managed fundraising, communications, and marketing strategies to expand the museum's global audiences, increase its visibility, and grow its revenue and base of supporters.

She holds an MA in Museum Studies and a BA in Art History from Syracuse University, as well as a graduate certificate in Nonprofit Management from the Mandel Center for Nonprofit Organizations at Case Western Reserve University. An Arlington, Virginia resident since 2007, she and her family currently live in the Westover neighborhood.

KAREN BATE

FOUNDER, KB CONCEPTS, P.R.



Karen Bate, a former journalist and Congressional press secretary, founded KB Concepts P.R. in 2007. She and her team help companies and nonprofits strategize and strengthen their brands; achieve their mission and goals; garner key media placements; and harness the variety of social media tools to tell clients' stories and inspire others to support them. Great Ideas for Good Causes is not just her company tagline; it is the guiding philosophy of her work.

Karen also co-founded Awesome Women Entrepreneurs (AWE) and is thrilled to be part of the Chamber/AWE Women in Business Summit this year. Karen passionately believes that collaboration, not competition, and women supporting women are the keys to success in business and in life.

KIA CROOM

FUNDRAISER, CSR ADVISORS, INC.



For two decades, Kia Croom has enjoyed a remarkable career in fundraising and Nonprofit fundraising & fund development. She took interest in nonprofits, while volunteering at H.O.P.E. Through Divine Intervention, Inc. (HTDI, Inc.)— a homeless services agency in Atlanta. During this time she was working as a local news writer and reporter, and completing a bachelor's degree in journalism. Kia had dreams of becoming a broadcast news anchor, but pivoted to fundraising after volunteering to write her first-ever successful grant proposal for the shelter.

"I'd never written a grant before, but I learned the key components, talked to organization's founders and board members and put their program design and vision on paper. I was thrilled to find a way to leverage my communication talents to make a difference," said Kia.

"The proposal request was for \$200,000, so I nearly jumped through the roof when I learned it had been approved," she said. "The rest is herstory," as she often says.

Celebrating the successful grant request, HTDI, Inc. offered Kia her first full-time fundraising job as a development director.

Kia continued her fundraising career working in positions of increasing responsibility for nonprofits serving people and communities of color across the nation, and has raised nearly \$400 million in support of these causes.

Kia earned her bachelor's degree in Communication Arts from Clark Atlanta University and is a proud HBCU alumnus. She obtained her master of science in Public Administration from Kennesaw State University. As a devoted, lifelong learner, Kia has earned a certificate

in Fund Development from the University of Richmond, a certificate in Corporate Social Responsibility from Pepperdine University and most recently, a certificate in Diversity Equity and Inclusion from Cornell University.

Kia was born and raised in Oakland, California. She is a proud mother to a 17-year old son who has ambitions of becoming a mechanical engineer. In her spare time, you can find Kia publishing new episodes of the Black Fundraiser's Podcast to celebrate, inspire and equip Black and Brown nonprofit professionals to become nonprofit executives. She believes people of color bear the brunt of unspeakable, systemic inequity, therefore they should be heading up nonprofits on the frontlines fighting inequity.

NICHOLE DAVIS

ACCOUNTANT, CFO SERVICES GROUP



Nichole Davis is a seasoned accounting professional with 19 years of finance and accounting experience. Prior to coming to CFO Services Group, she has held several Controller and Director of Accounting positions at various nonprofit organizations. In those roles, she was primarily responsible for overseeing the financial operations, internal and external reporting, audit, tax, budget, and financial systems.

Nichole holds a Bachelors in Business Administration degree – Accounting concentration, from the University of Maryland and two Masters degrees (MBA and MBA-Finance concentration) from UMUC and is currently working on the Certified Public Accountant (CPA) credential.

Nichole lives in the greater Washington, DC area with her husband and 5 children. In her spare time, she loves to read, travel, and spend time with her family.

CHRISTINE DOLAN

FOUNDER, C. DOLAN & ASSOCIATES



Christine is a Daily Money Manager with a passion for assisting clients who feel stressed and overwhelmed navigating their financial matters, or who are simply too busy to handle it all. Her clients include seniors struggling to keep up with their financial paperwork; adult children of those seniors trying to help their parents cope while remaining independent; high net worth individuals; busy professionals juggling careers and families; and organizations without the time, staff and expertise to manage these monthly challenges themselves.

She is a business operations professional with more than 20 years of experience working with both startup and Fortune 500 companies, including PricewaterhouseCoopers and Deloitte. Christine's first job was at the Pentagon working for the Joint Chiefs of Staff which included a Top Secret clearance. Her experience includes project management, contract management, bookkeeping (balancing, reconciling and managing accounts) and office management.

She is a graduate of Flagler College where she majored in Business and Communications, and has an M.B.A. from Marymount University. Christine lives in her hometown of Arlington, VA with her husband, her two children, and their dog Lucky.

Christine grew up in a close-knit family where she was fortunate to have her grandparents as part of her daily life. She experienced first-hand what it takes to help people maintain their financial independence and way of life as they grow older, and how to provide them with the help and support they need.

She is a proud third generation Arlingtonian. In her community, she believes strongly in giving back and has served (and continues to serve) as a volunteer on several committees and a board of directors. Her passion is building solid client relationships where her strong financial and organizational skills, combined with her patience, put her clients, their families and their professionals at ease.

ASYA HAIKIN

FOUNDER, PEACEFUL MIND YOGA THERAPY



Asya Haikin, MA, C-IAYT, is a yoga therapist helping people live more comfortably in their bodies, heal pain and anxiety, and move with confidence. She empowers her clients to develop internal awareness, make yoga practices their own, and tap into yoga's healing potential. Asya develops and presents yoga therapy workshops for both yoga teachers and students, and often speaks about yoga therapy in front of healthcare professionals. She sees it as her mission to educate the public about the benefits of yoga therapy. She also leads therapeutic sound healing groups in residential mental health setting, and serves on the Accreditation Committee for the International Association of Yoga Therapists.

JENNIFER JONES

FOUNDER, COSMOPOLITAN PLATED



Jennifer Jones, Creative Founder of Cosmopolitan Plated, minority woman-led business owner, and thought leader who uses interactive cooking activities as metaphoric and experiential experiences to build and strengthen communities with diverse and inclusive perspectives. Through her company, Cosmopolitan Plated, she has provided and facilitated recreational and team-building classes to over 10,000 participants.

She teaches classes nationally and is most known for her entertaining Brunch & Bubbly Cooking Classes and Chef's Table dinner events that bring delish interactive fun to people all over the U.S.

In addition to recreational cooking events, Jennifer connects lessons learned in kitchens and her years in Corporate America to create uniquely customized retreats for corporate teams and organizations. These retreats offer workshops focused on reframing current leadership perspective and cultivate future leaders from within.

Jennifer's in the business of offering transformative people experience through cooking! She offers a variety of public and private events and has been featured on multiple local news shows and magazines including, WJLA Good Morning Washington, Fox 5's Good Day DC, and Washingtonian Magazine.

Jennifer studied Economics with a Business Management focus and Africana Studies (an interdisciplinary study of race, culture, psychology, history, and women's studies) at Agnes Scott College, in Decatur, Georgia. With an appetite for exploring and learning about cultural communities and inclusion, Jennifer began her career in Atlanta working with Fulton County Arts Council, and later as the Director of Cultural Events & Publicity at the esteemed Callanwolde Fine Arts Center, where she worked to diversify the representation of artists and programming offered to the greater Atlanta community, partnering with global companies like Coca-Cola to Home Depot to secure funding.

Community and culture play an essential role in Jennifer's perspective and approach to food. Currently, Jennifer develops cooking-based programming for companies based on leadership development and diversity and inclusion principles. Her work creates an equitable setting across all levels and departments of the organization to allow all participants an equitable "seat at the table."

Based in Washington, DC, Cosmopolitan Plated has partnered with Fortune 500's, Non-profits, federal, state, and local agencies to open dialogue and nurture the potential for teams to work closer together and develop a more inclusive and productive environment.

Jennifer works directly with nationally recognized luxury and commercial residential and retail development companies offering virtual and in-person classes. She works to offer their residents and patrons unique cooking experiences that keep them engaged and connected with their communities!

DR. JELENA KECMANOVIC

FOUNDER & DIRECTOR, ARLINGTON/DC BEHAVIOR THERAPY INSTITUTE



Dr. Jelena Kecmanovic [Dr K.] is a clinical psychologist, the founding director of the Arlington/DC Behavior Therapy Institute [ABTI], and an adjunct professor at Georgetown University. She is a Cognitive Behavioral Therapy (CBT) expert with over 25 years of experience as a therapist, teacher, mentor, researcher, author, and presenter. Dr K. is a frequent contributor to The Washington Post, and her work also has appeared in the Chicago Tribune, Business Insider, and Salon, among others. She also writes a Psychology Today blog "From science to practice," and has been quoted and interviewed widely, from the New York Times to NPR.

COROLA MCGIFFERT

OWNER, 30 MINUTE HIT ARLINGTON



Carola McGiffert is the owner of 30 Minute Hit Arlington, a new kickboxing gym in Ballston. 30 Minute Hit is a full-body, circuit-based workout designed just for women of all fitness levels.

Previously, Carola spent more than 25 years in the US-China policy space, working in the non-profit, private and government sectors, including positions in both the Clinton and Obama administrations. When she was laid off from her job at a global education firm in April 2020 due to COVID, she viewed it as an inflection point in her career and decided to combine her passion for women's wellness with her entrepreneurial spirit. Carola has an MA in Chinese Studies from the Johns Hopkins School of Advanced International Studies (SAIS) and a BA in government from Wesleyan University.

JESSICA MILLER

CO-AUTHOR OF A WOMAN'S GUIDE TO SUCCESSFUL NEGOTIATING



Jessica Miller (Arlington, VA) is the co-author of *A Woman's Guide to Successful Negotiating*, which was recently selected by Huffington Post as one of the "16 Books Aspiring Women Leaders Need to Be Reading". The Second Edition was published by McGraw Hill in October 2010.

Jessica is a Managing Director of the Tenant Advisory Group at Cushman & Wakefield, where she negotiates on behalf of her clients to optimize their office space portfolios and create workplace strategies that minimize their commercial real estate costs and maximize the employee experience. Over the past 17 years she has negotiated over 500 transactions and helped her clients lease over 7 million square feet of office space for local, national and international organizations in the Americas.

Jessica gives keynote addresses to women's groups around the country to inspire women to negotiate more effectively to get what they deserve and desire. She mentors young women to shatter the glass ceiling and shrink the gender and racial wage gap for the next generation of working women. She hosts seminars on "How to Get What You Want in Business and Life" for diversity and inclusion groups, women's organizations, and nonprofits. Her mission is to inspire women to take control of situations by showing them how to be more effective, confident and engaged in their own words to successfully influence outcomes in their favor.

Jessica received a Master of Science degree in Real Estate from Johns Hopkins University and is a magna cum laude graduate of Virginia Tech's Honors Program with a Bachelor of Science degree in Finance and a minor in Communication. She currently sits on the Virginia Tech Real Estate Advisory Board of Directors.

Jessica completed her Masters of Corporate Real Estate designation through CoreNet Global in 2014 and is committed to sustainable building practices, leasing, and educating others about the benefits of green development, LEED certification, Fitwel practices and WELL Building Standards. She became a LEED® Green Associate with the USGBC in 2008. Prior to entering the real estate industry, Jessica was an Investment Banking Analyst with Deutsche Bank and began her real estate career at Grubb & Ellis.

Jessica has appeared as a guest on numerous national and regional

television and radio programs including MSNBC's Economy Watch, ABC's Money Talk, CNN, CNN-FN, NPR's Morning Edition, PBS and Bloomberg News. She has guest lectured at Georgetown University, University of Virginia, and Johns Hopkins University on negotiating and influencing.

STEPHANIE MITCHELL

OWNER & TRAINER, STEPHANIE MITCHELL FITNESS



Stephanie Mitchell, MS, CPT is the owner and trainer for Stephanie Mitchell Fitness. She is passionate about working with women to overcome mid-life obstacles by using strength training and a variety of mindfulness practices to harness their power and live their best lives. Her mission is to help create strong, mindful and feisty females. She specializes in women's fitness and has a BS and MS in health education. Stephanie has her personal training certification from NASM and is a Chopra Center Certified Meditation Instructor. Her previous professional experience includes managing health and wellness programs for Arlington County Government and Inova Health Systems. She also served as adjunct faculty at Marymount University.

Stephanie enjoys running and participating in triathlons. In 2015 and 2017, she completed the Lake Placid Ironman and has completed several half and full marathons. She believes that exercise should bring you joy and the strength and stamina to enjoy all the other parts of your life. Stephanie lives in Arlington with her husband and two kids and their dog, Ozzy.

STEFANIA PICHECA

EQ EXECUTIVE COACH & FACILITATOR, YOUR TURN SOLUTIONS



Stefania is an instructional designer and an executive coach. She has worked in and for hotels (and not only), training and consulting multicultural teams in the Middle East and Europe. She followed her partner around the world and supported his career while reinventing herself and her career!

"Your Turn Solutions" helps leaders and teams in the US and beyond through Executive Coaching and workshop facilitation. Their workshops are interactive sessions charged with Emotional Intelligence, Hot Cognition, and Neuroscience. In addition, they measure training/coaching effectiveness by implementing Team and Leadership Assessments according to your goals.

Your Turn Solutions is a Preferred Partner of Six Seconds, the largest network of global Emotional Intelligence Practitioners.

Sefania is a mother of three kids growing across cultures, an Italian settling down in the US, a passionate triathlete, and a neuroscience geek.

EVELYN POWERS

DESIGNER & FOUNDER, WEB DESIGNER, DESIGN POWERS



As founder of Design Powers, Evelyn is responsible for all new business and strategy development while continually on a quest for sophisticated and conceptual mastery. Gifted with the ability to delight clients on the first try, she is committed to building brands and relationships of excellence with her clients.

Evelyn is a graduate of the 2016 Leadership Arlington program and was recognized with the James B. Hunter Humanitarian Award for a regional networking organization, AWE, she co-founded that fostered equality and opportunity.

She co-hosted a weekly live radio interview program and podcast, The AWE Show on Arlington's community radio station WERA 96.7 FM for four years, interviewing women business owners and the community leaders who supported them.

SHAARA ROMAN

FOUNDER & CEO, THE SILVERENE GROUP



Shaara Roman is a board member, entrepreneur, and former CHRO. She consults with leaders to create healthy workplaces by helping them build compelling cultures, design effective organizations and align their people programs to meet business goals.

Born in India, schooled in Nigeria and England, and having lived in Greece before coming to the US to work her way through college, Shaara is a citizen of the world. This experience has instilled a desire to build bridges between different kinds of people and propelled her to launch her business in 2016.

Shaara has deep leadership and executive experience and brings an authentic, creative and solution-oriented approach to client engagements. Shaara is a frequent speaker on the topics of creating high performing, authentic cultures and leaders, winning the war for talent, and women in entrepreneurship.

She is an Advisory Board Member for Enabled Intelligence Inc, Georgetown University's Master's in Human Resource Management, United Health Services Inc's Diversity Council, as well as a Board member at the Arlington Arts Center and Arlington Soccer Association, where she has served as Vice President and Chair of the Human Capital Committee.

Previously she served on the Board of The Campagna Center. Shaara received an MBA from Georgetown University, where she is also an adjunct professor for the HR management program. Shaara lives in Arlington with her husband and their two teenage children and their mini Aussiedoodle.

KARA SIMON

FOUNDER, LOVING HEART HOLISTIC WELLNESS



Kara has been practicing holistic wellness ever since falling in love with yoga in 2014. She is a registered yoga instructor through Yoga Alliance, and seizes any opportunity she can to share the benefits and joy it has brought her.

After searching to increase her mindfulness and improve her wellness, Kara found Reiki. Reiki is the art of channeling healing energy. She found Reiki to be extremely beneficial for the mind, body, and spirit, and received her Reiki II Certification in 2017 so that others could also receive the nurturing Reiki provides. In 2018, Kara began practicing Emotional Freedom Technique (Tapping), and studied to become a group and individual EFT facilitator.

She founded Loving Heart Holistic Wellness in 2016. Currently located in Arlington, VA, Loving Heart Holistic Wellness practices Mindfulness, Meditation, Reiki, personalized Yoga and weekly Yoga classes, Emotional Freedom Technique, Sound Healing, and other healing services.

Kara believes in compassion and sustainability, and provides classes and services that are trauma informed, and accessible to all. She is passionate about promoting resilience, nourishment, and enrichment for your Mind, Body, and Spirit.

ALEXANDRA SUCHMAN

CEO & CO-FOUNDER, BAROMETER XP



Alexandra is a woman on a mission to transform workplaces from the inside out, starting with building human-centered and resilient team cultures. In a nutshell, her goal is to help teams be the change they want to see in the world.

As CEO and co-founder of Barometer XP, Alexandra creates games and simulations that help individuals and teams explore self-awareness and make meaningful, sustainable culture change. These facilitated sessions are designed to spark insightful conversations about how team members can better communicate and collaborate toward shared goals.

Prior to Barometer XP, she founded AIS Collaborations, a consulting firm that helped small businesses reach new levels of success through simple systems, stronger organizing techniques, and better planning.

Alexandra has a MPP from The George Washington University and a BA in psychology from Colby College. She is also a certified Project Management Professional (PMP) and DISC coach.

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